

HAVE YOU GOT 5 MINUTES? CAN YOU GIVE US 30 MINUTES? CAN YOU INVEST MORE TIME? READ ON.



Easy ... share this post on Facebook & Twitter:

I am supporting #BladderCancer Awareness Month. It is the 5th most common cancer in Europe. Please share this too. Together, we can save lives. It's time to fight! @cancereu

CLICK ON THESE LINKS TO GET THE IMAGE YOU NEED TO FINISH YOUR POST.



What is Bladder Cancer Awareness Month 2019

May 2019 is Bladder Cancer Awareness Month. It is a campaign to tell people about bladder cancer – the 5th most common cancer in Europe.

Our campaign will highlight the facts about bladder cancer, promote awareness of the symptoms and call for more investment in research. We want to end its status as a 'forgotten cancer'.

Bladder Cancer Awareness Month is organised by the European Cancer Patient Coalition, in collaboration with Fight Bladder Cancer and partners across Europe.

There is an awareness day on **Sunday May 19th**. We will create a European 'Cloud of Bubbles' to remember people affected by bladder cancer and those who have died of the illness.

At 10 a.m. on Sunday May 19th people across Europe will join together by blowing bubbles. The event will demonstrate a determination to raise awareness of the disease.

Read on and find out how, together, we can make a big impact for bladder cancer.

What are we saying?

We urgently need to raise awareness about this 'forgotten cancer'. You will see these messages throughout the campaign.





We want to reach everyone who does not know about bladder cancer or how serious it can be.

Have you heard about bladder cancer? It's time you did!

Other things we want to say:

- Bladder cancer is not rare. It is the 5th most common cancer in Europe
- It can affect anyone: men and women of all ages, even children.
- In Europe there are over 150,000 new cases every year.
- Although men are more likely to be diagnosed with bladder cancer, women are more likely to die from the disease.
- Be aware of the symptoms: 1. Blood in your urine, no matter how much or how many times
- Be aware of the symptoms: 2. A need to urinate more often or with a sudden urgency
- Be aware of the symptoms: 3. Urinary infections that don't clear up
- Nurses play a crucial role in bladder cancer diagnosis, treatment, and care



Patients, their families, clinicians and health researchers already know there is a need to increase awareness. For these people, we have a strong campaigning message.

Bladder Cancer? It's time to fight!

Other things we want to say:

- Bladder cancer is the only 'top 10' cancer where the prognosis is getting worse.
- In Europe 53,000 people die of bladder cancer every year.
- We must get earlier diagnoses. The biggest difference in beating this cancer is an early diagnosis. Too many people get a diagnosis at a later stage.
- Less than 1% of the money spent on cancer research goes to bladder cancer. This needs to change.
- Nurses are overloaded and under-resourced, and need more support.

Download key facts, questions and answers

Download the infographic poster

How you can help.

This toolkit explains how you can be part of Bladder Cancer Awareness Month. There are easy things to do if you are on your own or part of a group. Everyone is welcome. We have made it simple to take part. So, please support the campaign even if you only have a small amount of time. If we all do something, we will make a big difference.

Read the easy guide below, decide what you have time to do and then go to the next section for all the details and FREE downloads you need.



I ONLY HAVE 5 MINUTES. WHAT CAN I DO TO HELP BLADDER CANCER?'

• Post the message and image on the front page of this Toolkit on Facebook and Twitter



WHAT CAN YOU DO WITH 30 MINUTES? SO, YOU HAVE MORE TIME? GREAT. HERE'S WHAT YOU CAN DO.

- Post the message and image on the front page of this Toolkit on Facebook and Twitter
- Display our campaign poster where you can
- Blow Bubbles for Bladder Cancer in our European event on Sunday May 19th
- Add a Bladder Cancer Awareness 'Twibbon' to your Facebook or Twitter profile



WHAT CAN WE DO WITH FRIENDS AND COLLEAGUES?

Calling all nurses and other clinicians, friends, patients and colleagues. Can you give more time to our campaign? Great. We have plenty of things you can do.

- Get active on social media (Facebook and Twitter)
- Put up Posters wherever you can
- Blow Bubbles for Bladder Cancer. Join our European event on Sunday May 19th
- Add a Twibbon to your social media profile photo
- Organise an event
 - A Walk for Bladder Cancer
 - A big Bubble-blowing event
- Get the media to run a story
- Send emails to organisations which can help change attitudes
- Have campaign posters and social media messages in your own language

SHARE A POST ON FACEBOOK **OR TWITTER**

The European Cancer Patient Coalition will be posting messages throughout the month. Please choose a campaign post and share it with your social media friends. If you find you have more time, share more of these posts, or create your own. Remember to use the hashtag #BladderCancer.

I am supporting #BladderCancer Awareness Month. It is the 5th most

common cancer in Europe. Please share this too. Together, we can save lives. It's time to fight! @cancereu

0 BLADDER CANCER

Here is what you do:

- 1. Post the above message and the image on your own Facebook and Twitter timelines.
- 2. Click on these links to download the images you will need. Facebook post Twitter post
- 3. Share the message with your friends, colleagues and followers.



The **30 Minute** Supporter's Plan

SHARE A POST ON FACEBOOK **OR TWITTER**

Share a message with your social media friends and followers.

I am supporting #BladderCancer Awareness Month. It is the 5th most common cancer in Europe.

Please share this too. Together, we can save lives. It's time to fight! @cancereu



Here is what you do:

- 1. Post the above message and the image on your own Facebook and Twitter timelines.
- 2. Click on these links to download the images you will need. Facebook post Twitter post
- 3. Share the message with your friends, colleagues and followers.
- 4. If you have more time, share other messages posted by the European Cancer Patient Coalition on Facebook or Twitter (@cancereu)

POST A MESSAGE BY EMAIL OR IN **A NEWSLETTER**

Download the <u>newsletter campaign</u> message.

ADD A BLADDER CANCER AWARENESS 'TWIBBON' TO YOUR FACEBOOK OR TWITTER PROFILE PHOTO

Let everyone who sees your Facebook and Twitter posts know you are supporting people with Bladder Cancer. This message can be added to your profile photo.

Here is what you do:

- 1. Follow this link to creating a campaign message on your Profile Photo for a month.
- 2. Post a message telling people why you have done it.

PUT UP POSTERS WHEREVER YOU CAN

Print our infographic poster and put one on the wall in as many toilets as you can. It is a colour poster, so it may be best to do this at work or at a local fast print shop. Do it at work, in community and public buildings. You could help someone to get an early diagnosis and save a life.



BLOW BUBBLES FOR BLADDER CANCER IN OUR EUROPEAN EVENT ON MAY 19TH

At 10 am on Sunday 19th May supporters around the world will create a European 'Cloud of Bubbles' to remember people who have died of bladder cancer and to show solidarity with people suffering this illness today. Join in. Blow bubbles and post a selfie on social media.



Here is what you do:

- 1. Buy some bubbles...or make your own from washing up liquid.
- 2. Blow them and take a photo
- 3. Post the photo on your social media with the hashtags #BladderCancerAware and #BubblesForBladderCancer

Try to do this on Sunday May 19th. Pick another time if you prefer it.





Supporter's Plan for groups, friends and colleagues

Calling all nurses and other clinicians, friends, patients and colleagues. Can you give more time to our campaign? Great. We have plenty of things you can do.

GET BUSY ON SOCIAL MEDIA

Look at the social media section of this toolkit. Then download the <u>Social Media Calendar</u> and all the images we have prepared for you to use on Twitter and Facebook.

Share ECPC posts on <u>Facebook</u> and <u>Twitter</u> (*@cancereu*)

If you want some of the messages in your language, let us know before March 30th and we will create them for you.

Use the hashtag #BladderCancerAware in every post, and tag the European Cancer Patient Coalition.



POST A MESSAGE BY EMAIL OR IN YOUR NEWSLETTER

Download the newsletter campaign message.

ADD A BLADDER CANCER AWARENESS 'TWIBBON' TO YOUR FACEBOOK OR TWITTER PROFILE

Let everyone who sees your Facebook and Twitter posts know you are supporting people with Bladder Cancer. This message can be added to your profile photo.

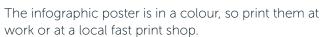
Here is what you do:

- **1.** Follow this link to <u>creating a campaign message</u> on your Profile Photo for a month.
- 2. Post a message telling people why you have done it.



PUT UP POSTERS WHEREVER YOU CAN

Print our infographic poster and put up copies in toilets at work and in public places. You could help someone to get an early diagnosis and save a life.



ORGANISE AN EVENT

Organise an event for **Bladder Cancer Awareness Day** on Sunday May 19th?

Walk for Bladder Cancer

Organise a Walk so people can show their support for others affected by bladder cancer. Get friends, supporters and colleagues together to show their solidarity. It does not need to be a long walk (1 – 3 kilometres?) A short walk will attract more support.



Download and print posters / placards

<u>Download the Walk Organiser's</u> checklist

A big bubble-blowing event

Get your family, friends, work colleagues together and blow bubbles for bladder cancer. The big European event is on Sunday May 19th, but you ca



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event is on Sunday May 19th, but you can do this any time during the month. It is an emotional moment when people all blow their bubbles to remember loved ones and friends they have lost or to show support for patients with the illness today.

Why not combine blowing bubbles with a short walk?

Take photos and share them on social media with the hashtags #BladderCancerAware and #BubblesForBladderCancer

Download and print posters

Download the bubbles event checklist

Get campaign material in your own language

If you want the key campaign designs translated into your language – we can help. Email Paulina to find out more - bladder@ecpc.org

Social Media Campaign

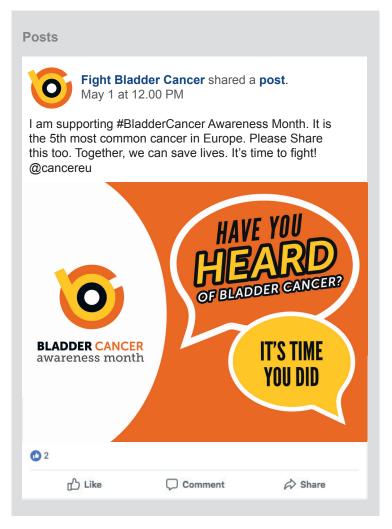
Social media is important to the campaign. There are themes including: "Bladder Cancer Facts", Know your symptoms, posts promoting the month itself AND the Bubbles for Bladder Cancer event.

Here is how you can help:

- 1. Download our <u>Social Media Calendar</u> and all the images you need.
- 2. Post the messages and photos from the calendar on your Twitter and Facebook channels. Everything you need is easy to use.
- 3. Always use the hashtag #BladderCancerAware or #BladderCancer

This is the message we will post at the start of Bladder Cancer Awareness Month on May 1st.

Posts are available in French, Italian, Dutch, Finnish, Greek and Bulgarian. Email bladder@ecpc.org



Find us on <u>Facebook</u> (*European Cancer Patient Coalition*) and on <u>Twitter</u> (*@cancereu*)



Useful Campaign Tools

Infographic/Poster

Download this infographic/poster. It is colour, so try to get some printed at a local photocopying shop or at work.

Press Release Template

Write a press story.

- Follow the link to our <u>Press Release</u>. You will want to translate it and add in your own information and contacts.
- Send it to your media and invite them to do an interview with you. After you have sent it, call them and speak to the news desk to remind them.

Download the campaign press release template.

Newsletter template

Send an email newsletter.

- We have written a newsletter which you can translate and use.
- Send it by email to people who are concerned about cancer.
- Approach other people and organisations who can help you to reach politicians, your health service and hospitals. Ask them to send your newsletter.

If you have a regular newsletter, include something about bladder cancer Awareness Month.

<u>Download the campaign newsletter template</u> which includes some paragraphs you can use.

Campaign Logos & Designs

You can download all our visual designs for Bladder Cancer Awareness Month.

For printing

Campaign Infographic Poster (PDF)

Have you heard about...+ It's time to fight! – posters (PDF)

Other designs

Campaign Logo (JPG) (PNG)

Word document template

Social Media

We have great visual posts to use Twitter and Facebook. You can download all the images you need with the Social Media Calendar.















